



REP HEADLINE# 6313376

\*\*\* UNAPPROVED REV #2 \*\*\*

TRF# 493464

SEP21/12 12.05

REP: TEL# 703-516-9399

FAX# 703-516-9680

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

HARRIS REPORT FROM REP

ORDER WORKSHEET

\*\*\*CHANGES\*\*\*

SEP21/12 12.05

\*\*\* WFSB-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
40	A		1100P-1135P	30		\$1,200.00	9/24	9/24	1		MON	1
PROGRAM : 11P EYEWITNESS NEWS												
CON COM1: 11P EYEWITNESS NEWS												
SEP/12 93300.00												
CONTRACT TOTAL 93300.00												
TOTAL SPOTS 77												

MARKET TOTALS \$216,976

WFSB 43%

WTNH 31%

WVIT 12%

WTIC 13%

WCTX 0%

WCCT 1%

WHPX 0%

ACCURATE SHARES

SVC- NSI

DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

**CONTRACT**
**wfsb.com**

**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<b>Contract / Revision</b> 493464 /		<b>Alt Order #</b> 06313376
<b>Product</b> PATRIOT MAJORITY USA		
<b>Contract Dates</b> 09/13/12 - 09/26/12		<b>Estimate #</b> 1770
<b>Advertiser</b> Patriot Majority USA		<b>Original Date / Revision</b> 09/21/12 / 09/21/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 84	<b>Product Code</b> 91
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave, NW**  
**#800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	09/14/12	09/19/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$400.00			
2	WFSB	09/14/12	09/19/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				2	\$800.00			
3	WFSB	09/14/12	09/19/12	11a-12p Price is Right	11am - 12pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				2	\$500.00			
4	WFSB	09/14/12	09/19/12	Eyewitness News	12pm - 12:30PM		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$650.00			
5	WFSB	09/14/12	09/19/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				5	\$400.00			
6	WFSB	09/14/12	09/19/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				5	\$950.00			
7	WFSB	09/14/12	09/19/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$1,500.00			
8	WFSB	09/14/12	09/19/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$1,500.00			
9	WFSB	09/14/12	09/19/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$950.00			
10	WFSB	09/14/12	09/19/12	Eyewitness News	6pm - 6:30pm		:30			NM	3	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$2,100.00			
11	WFSB	09/14/12	09/19/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u> 493464 /		<u>Alt Order #</u> 06313376
<u>Contract Dates</u> 09/13/12 - 09/26/12	<u>Product</u> PATRIOT MAJORITY U	<u>Estimate #</u> 1770
<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				2	\$950.00			
12	WFSB	09/14/12	09/19/12	Inside Edition	7pm - 7:30pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$1,200.00			
13	WFSB	09/14/12	09/19/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$600.00			
14	WFSB	09/14/12	09/19/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				3	\$1,200.00			
15	WFSB	09/14/12	09/19/12	9am-10am	9am - 10am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-F--				1	\$400.00			
16	WFSB	09/16/12	09/16/12	Jets Football	1:00pm - 7:00pm		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$6,500.00			
N 17	WFSB	09/14/12	09/19/12	Eyewitness News	11PM - 11:35PM		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/14/12	09/20/12	MTW-FSS				5	\$1,200.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		5	WFSB	09/14/12-09/20/12	Eyewitness News	11PM - 11:35PM	MTuW--FSaSu	:30	\$1,200.00	NM		
		See MG 17.6										
		6	WFSB	09/24/12-09/24/12	Eyewitness News	11PM - 11:35PM	M-----	:30	\$1,200.00	NM		
		Ⓜ MG for 17.5 09/16										
18	WFSB	09/18/12	09/18/12	NCIS	8pm-9pm		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$7,500.00			
N 19	WFSB	09/18/12	09/18/12	NCIS: LA	9pm - 10pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$7,000.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WFSB	09/17/12-09/23/12	NCIS: LA	9pm - 10pm	-Tu-----	:30	\$7,000.00	NM		
		See MG 19.2										
		2	WFSB	09/25/12-09/25/12	NCIS: LA	9pm - 10pm	-Tu-----	:30	\$7,000.00	NM		
		Ⓜ MG for 19.1 09/18										
20	WFSB	09/20/12	09/21/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$400.00			
21	WFSB	09/20/12	09/21/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				2	\$800.00			
22	WFSB	09/20/12	09/21/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$500.00			
23	WFSB	09/20/12	09/21/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$650.00			
24	WFSB	09/20/12	09/21/12	CBS Soaps	1230-2p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$450.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u> 493464 /		<u>Alt Order #</u> 06313376
<u>Contract Dates</u> 09/13/12 - 09/26/12		<u>Product</u> PATRIOT MAJORITY U
<u>Advertiser</u> Patriot Majority USA		<u>Estimate #</u> 1770
		<u>Original Date / Revision</u> 09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
25	WFSB	09/20/12	09/21/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$400.00			
26	WFSB	09/20/12	09/21/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				2	\$950.00			
27	WFSB	09/20/12	09/21/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$1,500.00			
28	WFSB	09/20/12	09/21/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$1,500.00			
29	WFSB	09/20/12	09/21/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$950.00			
30	WFSB	09/20/12	09/21/12	Eyewitness News	6pm - 6:30pm		:30			NM	3	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$2,100.00			
31	WFSB	09/20/12	09/21/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$950.00			
32	WFSB	09/20/12	09/21/12	Inside Edition	7pm - 7:30pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$1,200.00			
33	WFSB	09/20/12	09/21/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$600.00			
34	WFSB	09/20/12	09/21/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				3	\$1,200.00			
35	WFSB	09/20/12	09/21/12	9am-10am	9am - 10am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TF--				1	\$400.00			
36	WFSB	09/20/12	09/22/12	Eyewitness News	11PM - 11:35PM		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---TFS-				3	\$1,200.00			
37	WFSB	09/17/12	09/19/12	430A EYEWITNESS NEWS	430-5A		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				1	\$250.00			
38	WFSB	09/17/12	09/19/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW----				1	\$500.00			
Totals											77	\$93,300.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	77	\$93,300.00	\$79,305.00
<b>Totals</b>	<b>77</b>	<b>\$93,300.00</b>	<b>\$79,305.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB  
333 Capital Blvd  
Rocky Hill, CT 06067  
(860)728-3333

Contract / Revision	Alt Order #
493464 /	06313376

Contract Dates	Product	Estimate #
09/13/12 - 09/26/12	PATRIOT MAJORITY U	1770

Advertiser	Original Date / Revision
Patriot Majority USA	09/21/12 / 09/21/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.